***Data (Informatics, p 73 & 82)***

1. ***Define data (p 73).***

Data is made up of data and statistics. Raw facts have no context to them, so not much sense can be made from them, or give them any meaning. To understand and make sense of your data, you need to process it, converting it into something useful: information.

***Primary & secondary data, p 82-91***

1. ***Distinguish between primary & secondary data. List some strengths and weaknesses of both.***

Primary data is data that hasn’t been filtered by interpretation or evaluation, and is collected by the researcher. Secondary data differs from primary data because it has been collected by someone other than the researcher.  
**Primary data:  
Strengths:** Suits research questions exactly, no mysteries about the source, no mysteries on alteration of statistics, no original data has been lost, can be used to refute secondary data hypotheses.  
**Weaknesses:** Time and labour-intensive, expensive to collect, data is scarce compared to research backed by universities or companies.

**Secondary data:  
Strengths:** Cheap and quick to collect, huge amount of data available, only way to collect historical data, can be gathered from many locations over a large area and span of time, can support a researcher’s own findings, can provide a baseline to which primary data can be compared, helpful for gathering data to formulate a hypothesis.  
**Weaknesses:** May be partially irrelevant to research question, sources and context may be unknown and unknowable, potentially inaccurate, biased, unrepresentative or even false, could have been edited too much and distorted as a result, gaining access to the original untouched data may be impossible.

***Quantitative and qualitative data, p 85***

1. ***Distinguish between qualitative & quantitative data. List some strengths and weaknesses of both.***Qualitative data is short, written responses, while qualitative data can be collected, measured, written in numbers and graphed.

**Qualitative data:  
Strengths:** Very descriptive, longer answers

**Weaknesses:** Harder to sort and categorise as all answers will differ

**Quantitative Data:  
Strengths:** Many people can be surveyed to collect a large sum of results, and the results can be graphed **Weaknesses:** Can’t be very descriptive as the only answers come from pre-written checkboxes, multi-choice questions, etc.

1. ***How can qualitative data be more easily processed?***

***Coding qualitative data, p 86***

1. ***What techniques are used to collect quantitative data?***Quantitative data is collected using techniques such as online questionnaires that have features like scales, multiple-choice dropdowns and/or radio buttons. It takes highly structured, digital and numeric form. This makes it easy to score, process and this convert into information. It is not very difficult to unlock the potential value of quantitative data.
2. ***How do you transform qualitative data into useful information?***Qualitative data can be transformed by interpreting and coding it into a summarised form tht will helps to analyse it appropriately.

***Case Study: Ready Set Go! GYM, read this case study.***

1. ***What is meant by descriptive coding?***  
   Descriptive coding can reduce the original wordiness to more manageable form using freely chosen summary terms.
2. ***What is the role of a rubric?***A rubric is a descriptive grading criteria that corresponds with a code.